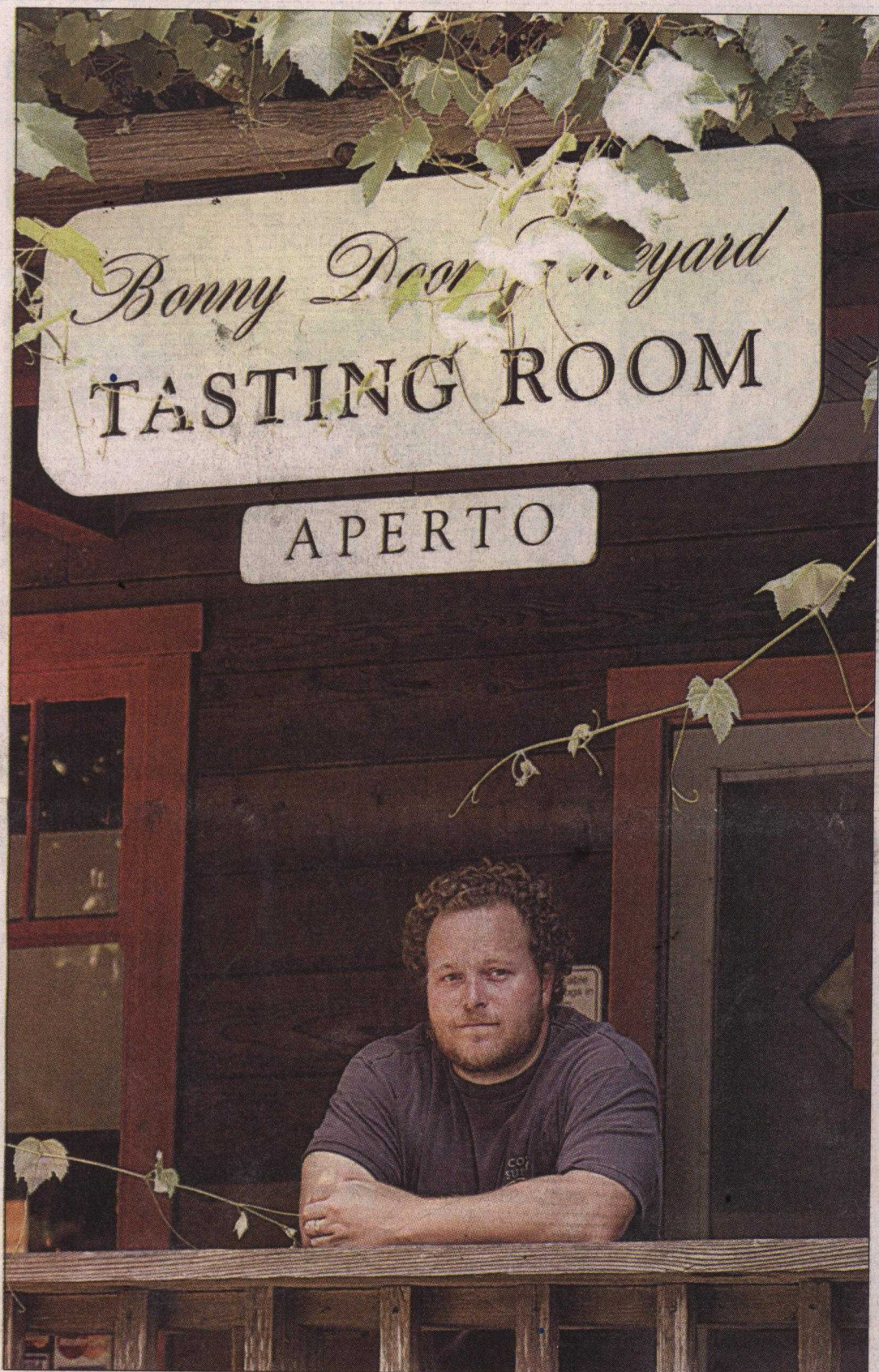


BONNY DOON VINEYARD MOVING TO SANTA CRUZ

Beauregard taking over mountain destination



Dan Coyro/Sentinel

Ryan Beauregard is taking over the Bonny Doon Vineyard tasting room and winery in Bonny Doon.

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BONNY DOON — The vineyard that helped put this mountain hamlet on the map is leaving this fall for flatter ground.

Bonny Doon Vineyard, which was started in 1983 on Pine Flat Road and has turned into a destination for thousands of wine lovers, is selling its tasting room and former winery in the mountains and moving to Santa Cruz.

Beauregard Vineyards, which until Saturday operated its office and tasting room on the Santa Cruz Municipal Wharf, will take over Bonny Doon's tasting room. Until then, Beauregard is working out of Bonny Doon's former

winery up the driveway.

"It's bittersweet. This property has a lot of memories," said Cindy Molchany, tasting room manager for Bonny Doon Vineyard. However, she said, "it was time."

The sale should close this fall; details of the transaction have not been released.

Bonny Doon will move its tasting room to Ingalls Street on the Westside, where it has long produced wines renowned for their quirky labels and eccentric mix of grapes. It will join eight other wine and spirits tasting rooms on Ingalls and Swift streets, including Sartiicious Gin and Pelican Ranch Winery.

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Finding your favorite winery

■ Bonny Doon Vineyard is moving its tasting room this fall to a new home at 328 Ingalls St., Santa Cruz. An exact moving date has not been set. Until then, staff will continue to pour Bonny Doon wine in the tasting room at 10 Pine Flat Road, Bonny Doon. Bonny Doon Vineyard is open daily 11 a.m. to 5 p.m. For information, visit www.bonnydoonvineyard.com or call 425-4518.

■ Beauregard Vineyards has moved from its former location on the Santa Cruz Municipal Wharf to a temporary home behind the Bonny Doon Vineyard tasting room on Pine Flat Road. When Bonny Doon Vineyard moves to Santa Cruz, Beauregard Vineyards will take over the front tasting room. Beauregard Vineyards is open for tastings daily 11 a.m. to 5 p.m. For information, visit www.beauregardvineyards.com or call 425-7777.

Wine

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Meanwhile, winemaker and Santa Cruz County native Ryan Beauregard said he looks forward to turning the Bonny Doon property into an estate vineyard; he planted 28,000 pinot starts in nearby fields earlier this summer. Most of his grapes already come from the Santa Cruz Mountains.

Bonny Doon Vineyard, by contrast, stopped using Bonny Doon grapes in its wines in 1994.

"It's all just kind of breathtaking to me still," said Beauregard, who owns the winery with his father, Jim Beauregard. The family has been growing grapes and making wine since the 1940s. The elder Beauregard also owns the Shopper's Corner grocery store in Santa Cruz and works as a butcher there.

Ryan Beauregard said he plans to keep the earthy feel of the Bonny Doon tasting room, but leans toward a more traditional wine tasting experience.

Bonny Doon Vineyard will retain its well-known idiosyncrasies in the move, Molchany said, like the "flying cigar" wine stand that appears to beam up bottles of nebbiolo. But the new tasting room will have a more upscale feel. Private "cells" will allow guests to quiz a sommelier as they sip, she said, and chef Sean Baker, also of Gabriella Cafe in Santa Cruz, will create



Dan Coyro/Sentinel

Leela Pfranger pours Bonny Doon wines for tasters in the Bonny Doon Vineyard tasting room Tuesday. Beauregard Vineyard will move into the site and keep it as their tasting room as soon as Bonny Doon Vineyard moves to its new site on Santa Cruz's Westside.

a small-plate tasting menu to accompany the drinks.

The move comes as Bonny Doon shifts from every day table wines to high-end, boutique vintages. The company sold off its two biggest labels, the Big House wines and Cardinal Zin, in 2006. Last year, owner Randall Graham hired a new executive staff to focus on his primary goal of creating biodynamic estate wines,

which involves growing grapes organically and considering things like lunar cycles, natural additives and soil enrichment.

Bonny Doon Vineyard will include Beauregard Vineyards wines in its tasting flight to promote the transition, Molchany said.

Beauregard said he hopes to continue to attract visitors like Mark Bidstrup, 46, of Marti-

nez, who stopped by the Bonny Doon tasting room with his family after spending four nights in Big Basin State Park.

"We heard about (Bonny Doon Vineyard) before, that's why we made the trek," Bidstrup said, before dashing to the car for his wallet.

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